

WHAT IS CLAIMED IS:

- 1 A method of enabling a person to use a mass transport system wherein a passenger uses a
5 transportation pass, the method comprising validating the pass for conducting a commercial
transaction outside the system.
2. The method of claim 1, wherein the pass gets validated electronically.
3. The method of claim 1, wherein the validating comprises modifying an amount of
10 electronic money.
4. The method of claim 1, wherein the pass is validated for the transaction restricted to a
predetermined geographic vicinity of the system.
- 15 5. The method of claim 1, wherein the validation relates to enabling to receive a discount in
the transaction.
6. The method of claim 1, wherein the validation relates to reducing a fare for the system.
- 20 7. The method of claim 1, wherein the pass gets validated for conducting the transaction
during a limited time period.
8. The method of claim 1, wherein:
- the pass gets validated for conducting a respective commercial transaction during a respective
25 pre-determined time period.
9. The method of claim 1, comprising monitoring the pass entering and exiting the system
for profiling the passenger.
- 30 10. A method of enabling a person to conduct a commercial transaction with an electronic
card, the method comprising validating the card upon completion of the transaction conducted
outside a mass transport system for enabling the person to use the card as a transportation pass in
the system.
- 35 11. The method of claim 10, wherein the pass gets validated electronically.
12. The method of claim 10, wherein the validation comprises modifying an amount of
electronic money.
- 40 13. An electronic card for use both as transportation pass in a mass transport system and
for conducting a commercial transaction outside the system.
14. The card of claim 13, for being validated by the system for the transaction.
- 45 15. The card of claim 13, for being validated for use as the transportation pass upon the
transaction.

16. The card of claim 15, for being validated to receive a discount on a fare upon completion of the transaction.
17. A method of controlling an infrastructure of a geographic area wherein passengers use a mass transport system, the method comprising:
- monitoring transportation passes interacting with the system; and
 - based on the monitoring providing incentives for the passengers to conduct a commercial transaction outside the system using the transportation passes as tender.
18. The method of claim 17, comprising creating a profile of a flow of passengers through the system.

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